

Social Gatherings and Live Music: A Qualitative Study of Bajawa Tebet Coffee Consumer Behavior

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Abstract

Consumer behavior is an aspect related to individuals and organizations and how they choose and use products, with environmental factors making someone able to change their decision to choose a product or service. This study was conducted to find out how social gatherings and live music occur and a qualitative study of consumer behavior at Kopi Tebet Bajawa. This study uses the theory of reasoned action. The method used in this study is a qualitative method. Data collection was carried out through direct interviews and online interviews. The results of this study are that with the live music provided by Kopi Tebet Bajawa, of course there will be changes. The first is the social gathering experienced by consumers, namely for consumers who love music, it will be easier to mingle and chat about the songs performed by the live music team, then the second is a change in consumer behavior, namely a change in emotions with live music, people who used to be sad and depressed with their personal lives can automatically express their emotions at Kopi Bajawa Tebet.

Keywords: *Consumer Behavior, Social Gathering, Live Music, Bajawa Tebet Coffee.*



A. INTRODUCTION

The development of the era makes humans and their environment interesting to discuss. The state of the world is very different from the past. Many changes have occurred starting from environmental conditions, social castes, cultural thinking that automatically changes human lifestyles. Modernization has changed many human lifestyles; the development of human life needs that increasingly have an influence on changes in lifestyle and people's perspectives. Supported by advanced technology that facilitates communication and information that is also accurate can help humans in improving and utilizing energy sources that are useful for human life.

In addition to the changing times, every country must have an elite area where glamorous life becomes a trend setter. One of them is South Jakarta, because South Jakarta is an elite area, where there are many elite housing estates that make other areas that are not visible more glamorous. Residents in the elite area of South Jakarta certainly come from the upper class who have their own way of socializing. The phenomenon now is by speaking English or at least a mixture of Indonesian and English which gives rise to the term "Anak Jaksel". With this phenomenon, South Jakarta has become famous among the people, such as changes in lifestyle and trends that only prioritize satisfaction and free time problems. Now humans with lots of free time can spend time with their friends by enjoying a cup of coffee to relieve fatigue at the Coffee Shop. This is also supported by the development of Coffee Shops with cozy

and unique themes that make people more interested in gathering together, playing games, and doing assignments while enjoying a cup of coffee in their hands. Likewise, when humans like changes and differences in the atmosphere in the surrounding environment, then Coffee Shop must realize that there must be something that makes the way of human perspective whose activities are not only drinking coffee. Individuals will be more interested if there is something different from the hangout place itself.

Bajawa Coffees is one of the Coffee Shop places that is said to be very comfortable to gather by watching the Live Music program provided by Kopi Bajawa which automatically makes people from all walks of life more interested in visiting the Coffee Shop. With this Live Music program, it can accompany customers while "hanging out", chatting and laughing with friends while enjoying a cup of coffee in hand. Because of its cool and not boring atmosphere, many young people and parents rush to Kopi Bajawa. Not only that, Kopi Bajawa also provides a Meeting Room for companies that want to use its place with a quieter atmosphere so that their meetings also run smoothly.



Figure1. Bajawa Tebet Coffee

Source: Researcher Documentation (2024)

Kopi Bajawa Tebet does not only provide coffee, but also other foods. Starting from heavy foods such as rice, burgers, spaghetti to light foods such as small cakes, French fries, etc. The food is quite delicious and very varied. This makes consumers feel satisfied with what they need available at Kopi Bajawa Tebet.

Another advantage of Kopi Bajawa is the Live Music program that it provides every day so there is no need to run out of time because customers can come to Kopi Bajawa anytime to enjoy the Live Music. The musicians presented also come from the same city, the songs performed are also songs that are often heard from old songs to songs that are currently on going so that all groups can enjoy and make consumers

feel at home spending time at Kopi Bajawa. Based on the results of the researcher's interview, Kopi Bajawa was born from customer input as their strategy. So, at the beginning of the Kopi Bajawa concept there was no Live Music program but because of the many requests from customers, Kopi Bajawa tried to provide it so that the Live Music program was born at Kopi Bajawa.



Figure 2. Bajawa Tebet Coffee Food Menu

Source: Researcher Documentation (2024)

The interesting thing is that Kopi Bajawa also conveys to customers that when customers come, they do not only eat, drink coffee or hang out, but their hangout can be useful for NTT children because Kopi Bajawa donates 20% of its profits to NTT children through Tangan Pengharapan. From here consumers can see that Kopi Bajawa is required to understand what consumers want in order to increase the number of consumers who come. Kopi Bajawa really hopes that with this Live Music program it can increase the number of visitors every day. Not a few consumers stated that they chose Kopi Bajawa as their hangout place because they were very comfortable and not boring. The development of music in Indonesia is very rapid, the art of music in Indonesia has emerged and developed since long before the entry of Hinduism and Buddhism. So, it can be said that music has transcended the boundaries of language, culture, and even religion. In addition, it is not only music that has changed, human lifestyles have also begun to shift following the times by imitating western cultural styles. With these changes, the function of Coffee Shops, especially in South Jakarta. The presence of Coffee Shops, especially in South Jakarta, is increasing in number, proof of the tight competition in the business industry in South Jakarta. One of them is Kopi Bajawa Tebet. Kopi Bajawa Tebet is located at Jl. Tebet Timur Dalam Raya No.37 South Jakarta. Kopi Bajawa Tebet was used as the object of research because this Coffee Shop is very crowded. Visitors at Kopi Bajawa are not only teenagers, but there are adults to parents who choose to visit the Coffee Shop to relax and spend time with friends, friends, and relatives around.

Music has become a part of human life that can color the daily lives of customers, while Live Music is a medium of entertainment that can be listened to by

customers directly to improve the process of social interaction between musicians and audiences in one place. In addition, the communication strategy carried out by Kopi Bajawa is delivery through the Instagram account and the Kopi Bajawa TikTok account so that people can see the most updated information through the social media they have.

This phenomenon makes entrepreneurs have to spin many ideas in their heads to create something different from their competitors to attract a lot of people's attention. One of them is music. Music is closely related to the social order in the environment they live in which is closely related to the social with the role of the lyrics in the song. The existence of music is very influential in human life which is inseparable from the ongoing cultural context and because of the many social and cultural changes in society which further give birth to many variations in the function of music itself. So, the need for music has become a culture and trend in human life, so that many people want to come to a place because there is music. From this, many entrepreneurs create Coffee Shops with the idea of adding Live Music as a medium of entertainment and as a spice of their business that makes people more interested in the Coffee Shop. With the increase in interest, enthusiasm, and satisfaction of the community in gathering at the Coffee Shop with live music, it can indirectly increase the Coffee Shop business in South Jakarta.

Consumer characteristics are factors that usually influence purchasing decisions, according to Faris (2018), such as age, gender, educational background, status, occupation, and income. Due to the many coffee brands that have emerged, customers have many choices. Manufacturers compete to make delicious and affordable quality products with many choices. The results show that individual factors and store environment have a significant influence on the customer purchasing decision-making process. Saksiendi et al. (2022); Wahyuni and Amanatuz (2020); Widyahastuti (2021). Kholifah (2022) showed that product diversity significantly affects purchase intentions. Previous studies on Destriasari (2021), Ansyar (2021), and Rasmikayati (2017) showed similar results.

The main thing that will be studied in this study is about consumer behavior about their social behavior when there is Live Music at Kopi Bajawa. Live music is an important thing for someone to determine a place where customers can hang out and enjoy with an atmosphere that is not boring to be an important value for society. Therefore, Kopi Bajawa is very good at creating a live music program in their Coffee Shop as an attraction for people to come. Thus, this study is also specifically focused on raising the topic of social gatherings and consumer behavior, where in addition to drinking coffee, gathering with friends and fun games, people also need additional entertainment media so that they can enjoy the atmosphere of hanging out and socializing more by people around them with a number of songs played by the live music team at the Coffee Shop.

Therefore, it is important to study and to find out how social gatherings and consumer behavior are at Kopi Bajawa Tebet when there is Live Music. The research assumption that can be raised is that the majority of Coffee Shop lovers will feel

satisfied and enjoy the atmosphere provided by Live Music as an effective entertainment media, especially in the millennial era and accompanied by people who use their free time to hang out so that social gatherings and consumer behavior occur.

B. METHOD

In this study, the research method used by the author is a qualitative method. Qualitative research is research that produces findings that cannot be achieved using statistical procedures or quantitative methods (Sugiyono, 2016). This study aims to provide a systematic, real and accurate representation of the facts, characteristics and relationships between the phenomena studied and to compare existing literature to build a good marketing communication strategy that focuses on the marketing strategy carried out by Kopi Bajawa Tebet by creating a Live Music program that influences their social gatherings and consumer behavior. Data collection techniques are carried out through interview activities with parties *manager* and regular consumers of Bajawa Tebet Coffee, accompanied by documentation activities. Data analysis techniques are carried out through data reduction efforts, data presentation, and data verification.

C. RESULTS AND DISCUSSION

In accordance with the application of TRA, researchers see that consumers in Kopi Bajawa have continuity. On the assumption that consumers behave consciously, considering the information that has been available about the Coffee Shop which is very comfortable and fun. More clearly, researchers found a related theory as applied by Kopi Bajawa Tebet:

1. *Beliefs*: What consumer confidence has been built by Kopi Bajawa Tebet and then becomes a motivation for consumers to come to Kopi Bajawa Tebet. This is convinced that there is a belief from Kopi Bajawa that the Coffee Shop has an attraction starting from the atmosphere with the concept of ethnic NTT culture to the live music program that has been provided by Kopi Bajawa Tebet.
2. *Attitude*: Consumer attitudes towards Bajawa Tebet Coffee on their feelings of liking or disliking it. This leads to consumer responses to the object, namely Bajawa Tebet Coffee. If the consumer already likes Bajawa Coffee, he will show it by visiting Bajawa Coffee more than 2x.
3. *Intention*: Someone's desire to choose to come to Kopi Bajawa Tebet and act, behave, and do something based on their wishes. Kopi Bajawa Tebet consumers have decided that they will visit the Coffee Shop with their reasons that have been collected and make decisions.
4. *Behavior*: Regular consumers are growing because of their desire to come and be loyal to drink coffee at Kopi Bajawa Tebet.

In this context, Kopi Bajawa Tebet which has a unique concept with an ethnic theme of NTT will make people more enthusiastic to come and spend a lot of time there because Kopi Bajawa Tebet will donate some of its profits to children in NTT. In

addition, Kopi Bajawa Tebet has also provided a live music program so that people whose activities are not only drinking coffee but also listening to live music while singing along.

According to Schiffman & Wisenblit (2015), Consumer behavior is the study of consumer actions during searching, purchasing, using, evaluating, and disposing of products or services that they expect to satisfy their needs. To see consumer purchasing behavior, it is classified into three stages, namely input, process and output. The Input stage includes two influencing factors, namely the company's marketing efforts (products, promotional prices) and socio-cultural influences (family, friends, neighbors, social class, culture, and subculture).

In this context, Kopi Bajawa Tebet has determined a price that is in accordance with the product it has to make consumers choose Kopi Bajawa. Then the process stage is the stage of how consumers make decisions. The process stage is usually related to psychological factors that come from within a consumer. Many things can influence psychological factors such as motivation, perception, learning, personality, and attitude. This process stage is also influenced by external factors because of the search for information before purchasing such as seeing people's evaluations after making a purchase. Then the last stage is the output stage, this stage consists of two activities after decision making, namely purchasing behavior and evaluation after purchase. If Kopi Bajawa consumers feel that they really enjoy and are comfortable, consumers will definitely come back to hang out at the Coffee Shop.

Social gatherings and consumer behavior that occur at Kopi Bajawa Tebet with live music are also very influential. According to researchers, consumer behavior before live music is very different from the presence of live music in this Coffee Shop. Starting from the habit of usually only drinking coffee to drinking coffee while enjoying live music, of course this is seen from consumer behavior that is easy to blend in with the surrounding, especially enthusiastic music.

Theory of Reasoned Action & Purchasing Behavior

The author has conducted research related to social gatherings and live music at Kopi Bajawa Tebet. The author obtained the research results from the Marketing Manager of Kopi Bajawa Tebet and several regular consumers through an interview process whose questions refer to the theory of reasoned action which is a theory developed by Martin Fishbein and Icek Ajzen (2000), which states that the theory of reasoned action is a theory of reasoned action, consumers act based on behavior that they believe will create or receive certain results, familiar or not. Thus, rational decision making is a key element of what drives consumers to make purchases. This concept of consumer behavior rests on the importance of specificity rather than ignorance. In other words, consumers can only take certain actions if they are given a reason to believe that there will be a certain desired outcome. From the moment a consumer decides to move forward with a decision to the moment the action is completed; consumers can change their minds or choose a different action (Fishbein & Icek Ajzen, 2000).

This theory is relevant to the research because this theory is a theory that characterizes human attitudes when they have social gatherings and changes their behavior, one of which is their “hanging out” activity at a coffee shop.

Regular Consumers of Bajawa Tebet Coffee

Consumers are certain parties who pay for services or products to meet their needs. Another term for consumers is customers because if consumer expectations are met, consumers will be satisfied and of course will increase purchasing interest and selling power of a product (Dewi, 2013). From the results of interviews that I have conducted with regular consumers at Kopi Bajawa Tebet, consumers admit that there are many reasons why they choose Kopi Bajawa Tebet, namely:

1. Kopi Bajawa Tebet is a unique Coffee Shop located in South Jakarta with its regional concept, namely "NTT". This is what makes the Coffee Shop different from other Coffee Shops, making many people interested in coming to Kopi Bajawa Tebet.
2. The distinctive coffee from NTT coffee beans makes the coffee even more delicious to drink and makes many people curious. After they tried to come to the Coffee Shop, they were satisfied and finally they will become regular consumers at Kopi Bajawa Tebet.
3. Other foods and snacks provided by Kopi Bajawa Tebet are no less delicious. Starting from heavy meals to snacks that are very tasty and appetizing so, consumers not only drink coffee but can enjoy other foods that have been provided.
4. The live music program provided by Kopi Bajawa Tebet makes consumers more enjoy and fun to "hang out" with their friends so, the activity is not just drinking coffee and makes consumers feel not bored. This is one of the things that makes consumers want to come again and again.

Live Music Bajawa Tebet Coffee

Kopi Bajawa Tebet is the second branch that provides a live music program. Initially, Kopi Bajawa Tebet was only acoustic, then a live music program was born from the suggestion of the first consumer at Kopi Bajawa Depok branch. Then the Kopi Bajawa team saw that there was a lot of enthusiasm from the community for live music at Kopi Bajawa. Live music at Kopi Bajawa Tebet has a band selection criterion according to the number of consumers who want it. The genre of songs performed by the band from Kopi Bajawa is pop songs that can be sung together, which means one example is the rock genre that not everyone can enjoy and knows the song will not be performed at Kopi Bajawa Tebet.

Kopi Bajawa Tebet has been running for a year and every complaint from consumers will still be accepted and will be fixed as much as possible by the Kopi Bajawa Tebet team. This is in accordance with the results of the interview with the Kopi Bajawa Tebet team: *"Yes, with the live music provided by our team, we see a lot of enthusiasm from consumers who come and are loyal because they really enjoy it and can sing*

along. We think this is very influential for Kopi Bajawa Tebet with strong branding for the future”.

Social Gathering at Bajawa Tebet Coffee

The results of the analysis of social gatherings at Kopi Bajawa Tebet are considered varied depending on the individuals who visit the coffee shop. Several cases that occurred reported that some visitors became interactive, especially those who were music enthusiasts, with fellow consumers at Kopi Bajawa Tebet. This is due to the live music factor as an intermediary media in creating a more relaxed atmosphere in enjoying the things done at the cafe. Some others are visitors who enjoy it personally and from the information obtained, this is because of 2 things, including not being used to social life and different musical tastes from those presented at Kopi Bajawa Tebet. Therefore, social gatherings at Kopi Bajawa Tebet with the live music presented affect the level of interaction between fellow visitors or between musicians and visitors there.

D. CONCLUSION

Based on the results of the research and discussion that the author has previously described, the researcher concludes that social gatherings at Kopi Bajawa Tebet occur and change from usual. Although the changes are significant, it can be seen that consumers can feel familiar with strangers and mingle more easily while enjoying coffee and live music that is already available. Then, consumer behavior that can be seen at Kopi Bajawa Tebet changes, from initially only drinking coffee, now they can enjoy live music, making consumers more enjoyable to "hang out". Other changes in the emotions of someone who previously felt bored with live music can revive themselves.

Furthermore, Kopi Bajawa has a very good marketing strategy, to make people continue to choose Kopi Bajawa Tebet as a cool and comfortable coffee place. Starting from the concept with its NTT region which makes it unique, coffee comes from original beans from NTT and programs provided by Kopi Bajawa Tebet. In this context, the Live Music program is a successful marketing strategy at Kopi Bajawa Tebet. The program succeeded in making consumers interested in visiting Kopi Bajawa Tebet. In this case, the NTT region makes it unique, coffee comes from original beans from NTT and programs provided by Kopi Bajawa Tebet.

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